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ALKING about Christmas goodwill—one minister asked his congregation how long it was since they had read the sermon on the mount. Several did that night for the first time since they'd left Sunday School.

Then comes the thought, why can't the spirit of Christmas prompt our acts for 365 days of every year?

"Heavens man, you'd ruin business", says the rank materialist.

"All right", says the idealist, "show me any permanent business success which has succeeded by any other principle than the one of fair dealing—or if you will "loving your neighbour as yourself".

Divorce isn't half so serious a problem as some others! Marriage for instance—might be suggested as a subject for study—solve the difficul-



ties of matrimony and there won't be any divorce evil—and, this idea was contributed by a bachelor!!

Most readers (after the holidays) will agree with the bankers that it's a good plan to save a dollar now and then. However, there's a whole new year ahead.

Every authority tells us we are face to face with prosperity. But, we must remember our manners and not expect to make the meal of a lifetime from the entrée served by 1928.

Which again brings us back to business. May yours be happy and prosperous during the New Year.



*If You Advertise Blindly You'll
Hardly See Profits*

AS the New Year is launched and as new Spring, Summer and Autumn plans are made, the Advertising appropriation for such effort comes to the front.

We might speak editorially in criticism of some advertising; but preference leads us to again remark that advertising is selling—or that every point of sales plans has a possible use for advertising—which, may it be said again—is just selling by the cheaper and multiplied form possible with printing.

Wherever this form suggests efficient presentation and lower sales cost then it should be used. Not to exclude personal presentation, but to complement and pave the way in many corners—where the personal way has been found too expensive.



Business Is Good

*Mr. E. W. Beatty, President, Canadian
Pacific Railway, says:*

BASING my belief on first-hand observations and on reports from Canadian Pacific representatives throughout the country, as well as on freight traffic figures, I venture to say that business in Canada is better now than at any time since the war."

"WHAT IS PROSPERITY?"

says the National Bank of Commerce, N.Y.

Prosperity is a condition of sound business health.

In the last eight years, business has experienced stimulation and reaction, under-production and overproduction, high wages followed by unemployment, extravagance and want, quick wealth and wreckage.

These were symptoms of economic fever, not evidences of business prosperity.

They brought home again to business the fundamental truths that credit is not capital, that opportunities are not resources.



Paper Money

IN an article on paper money, ancient and modern, a special correspondent of The Times (Trade Supplement) Banking Section, referring to the earliest issues, mentions that in the middle of the thirteenth century Marco Polo found a real paper money in circulation in China. It was made from the inner bark of a tree, beaten up and converted into paper, square pieces of which were signed and sealed with great formality. These notes were legal tender and of various values, death being the penalty for those who refused to receive them, and also for counterfeiters. When worn or torn they could be exchanged for new ones without charge.

After describing the origin of the European system of bank notes, the writer says: "The most noteworthy feature of the Bank of England notes is the unique character of the paper, so remarkably thin and yet so wonderfully strong and with such a clear watermark. It is a monopoly of the Bank of England. It is not generally known that when any bank note that has been issued and circulated through the country is received back by the Bank of England, it is



never allowed to circulate again, even though it may be in new condition, but is stored in the vaults of the Bank for at least five years. In these vaults are stored notes—all of which have been cancelled, of course—to the number of 91 millions. They are kept in 16,000 boxes, which, if placed side by side, would extend a distance of nearly three miles. If the notes themselves were placed in a pile they would reach a height of seven miles; or, if placed end to end, would form a ribbon 11,847 miles long. Their original value was over £1,388,000,000, and their weight is nearly 93 tons. So excellent is the system of filing, recording and storing that the officials of the Bank of England can turn up any one of the 91 million bank notes kept for the period of five years in the space of five minutes.

—Dixon's Paper Circular

A Weak Point in Many Sales Chains

FROM Printers' Ink monthly comes a suggestion which will overcome much difficulty encountered in the education of the clerk behind the counter, so that sales may be properly made for his store and the manufacturer.

After comparing the way in which the same product was presented by two different clerks; the first showing little knowledge of the article—the second reviewing the sales advantages clearly the article says, "Then the clerk produces a leaflet, which says in black and white, just about what he has been saying orally".

There can be no argument about the importance of educating the retail clerk to his opportunity.



At Your Service

A Phantom Suggestion

IN the quiet of a late afternoon, a business president sat back from his desk, a slant of yellow light from a green shade cut across the lower part of his face and threw his desk into spot light. Thereon, lay a sheet of paper—on which rows of figures appeared in black—and some in red.

Outside, the rain and sleet were slanting against the pavements with a rattle and a hiss. In a half hour he would be going. Till his car came he had peace and quiet within. The office was almost deserted.

His jaw showed concentration. The lines of his face showed the years of work in the battle of business. He was worried, he could not erase those red figures at vital points. Something had to be done.

As time passed, he occasionally figured on a blank pad beside him. His movements became slower and slower and then his chin dropped on his chest—and to him all was dark.



The soothing blackness did not bother him until some minutes later, then seeing no light, no paper, no figures, he reached out and felt—nothing.

“Am I blind?” he said.

“No, not entirely,” came an answer.

“Who are you?” he asked, somewhat startled.

“I am your slave. Earnest and industrious in your interest, when you order me.”

“But what is your name?”

“Paper”, came the answer.

“O! I say, don’t be foolish!”

“Foolish, I am not, Oh, master. But, thus I have come to remind you that I have more power than mere raw material. I am something to use, something to slave in your interest. In fact, think of me this new year as an employee. I serve you as the carrier of your bond, your messenger through the swift channels of the mails and as concentrated sales interviews. Seek me not in the markets of merchandise as pounds and tonnage. Call for me as one having personality—appropriate to your needs. Learn to know me better. I increase profits as well as record your figures.”

“So much then and more am I, even as the fibre of the spruce and thread. Adieu—and a Happy New Year.”

In the left ear of the sleeper occurred a loud knocking—and then suddenly wakefulness overcame dreams—and the president of business seeing his surroundings addressed the uniformed chauffeur at the door.

“Alright, Henry—Right away.”



To Our Friends
and Readers
A Merry
Christmas
1927





GREETINGS!

& A Happy
New Year
1928





Contrary to Many Impressions

*The "Big Men" Do Not Always
Take It Easy*

PICTURE yourself at 11:49 A.M. standing in the doorway of a leading office building in Montreal.

First there swings toward the curb a limousine, from which there jumps, without waiting for a proper stop, the president of one of Canada's great financial institutions.

Following this and almost crashing the rear bumpers of the limousine, a taxicab under apparent instruction to hurry, jams on the brakes and a leading citizen flings open the door and almost throws a dollar to the driver as he rushes through the rain to the doorway. The taxi is still on the car tracks and makes no attempt to drive in to the curb. Barely, has the last car cleared before a third discharges another president of one of Canada's greatest corporations.

The time is now 11:49 $\frac{3}{4}$ and the obvious meeting of the board of directors is at 12 M.

Evident it is that business men of large calibre demand promptness of themselves and value being on time as a first requisite of efficiency and consideration for the other man and his work.

This, by the way, is a really true story. It happened in the third week of November.



"If I Bought Printing"

IF I bought printing," reads an article in System, "I would give my orders not to the lowest bidder, but to the printer who gave me the greatest assistance in checking up the suitability of its purpose of all my printed matter. Too many firms have their printers duplicate the same forms they have been using for years, when, with a little study, the form could be made more effective without any increase in cost. Among the improvements which an analysis of my printed matter might be expected to effect would be: more accurate interpretation of the character matter; economy through standardised paper sizes and combination press runs, and efficiency through using different-coloured papers to give greater selectivity in the use of forms."

* * *

Before we'll agree that cheaply printed advertising on poor paper pays, we'll ask you to make a thirty day test of the advertising which you receive—and record what kind interests you to the point of reading and purchasing.



"Same as Last"

The habit of "least resistance"

IF the direction of many great city streets results from the casual wandering of a seventeenth century cow, it is not difficult to understand that the easy habit of buying has developed the phrase "same as last", which appears on many purchasing orders.

Everyone has of course heard the story to which reference is made. The cow wandered leisurely between two points munching casually here and there, skirting a grade in another place, avoiding effort and not giving much thought to the way the "crow flies". The result was the beginning of a path. Then other cows defined their way more clearly. Then came man and other men following along. Shortly carts took the same way and lo and behold a path became a road and with a city's growth, a road became a street.

So it often is with the ordering of stationery — because a form, a statement or a letterhead had once been purchased in a certain size on a certain paper; because a catalogue had many times followed an earlier precedent, habit steps in and governs what is often inefficiency, waste, expense and inappropriateness.

We have seen letterheads (not sales letters) from a large corporation (listed on the Stock



Exchange), printed on a cheap bond paper and from a small company we have received letterheads on the highest grade of bond paper. We admire the latter's appreciation of quality and deplore the former's ignorance of fitting representation.

Many odd sizes of stationery always mean a dragging percent of waste. Standard sizes are standard because of requirements in relation to standard paper sizes.

Probably the most efficient way to purchase stationery is to collect samples of all units—check these for size—compare for yearly quantity required and examine for quality of paper desired.

Because a certain size statement is desired, which means waste, inspection may prove that another form could be run at the same time in proportion as to quantity, and thereby save press work and waste of paper.

By slightly changing paper qualities of two examples and running these on the same brand, another chance is offered to save press work.

A note as a regular reminder will help:—Ordinarily the printer always has to cut the printed piece or pages from one of several standard paper sizes, although in cases where very large quantities are desired, the printer can frequently obtain special sizes from the paper mill.

Permit us to suggest that you consult your printer about Krypton Parchment for your letterheads and Bell-Fast and Progress Bond for office forms. Thank you.



Bright Lights, which Come to Our Desk

Our congratulations to the Dodd Simpson Press Limited, who recently produced for Henry Morgan and Company a very out of the ordinary booklet. This advertising piece featured a Rug Sale. The booklet cover was printed on Ruskin in an oriental rug design and colour. The inside, listing sizes and prices, was printed on Carlyle Japan Antique.

Opening the envelope was a genuine surprise and interest was immediate. It was well done.



A Christmas message of the Northern Bakeries Limited, came to our notice the other day. It was colour process and fairly sparkled with the "aroma" of Christmas good things to eat. It was printed on Carlyle Japan, Plate Finish.



How to Live Long

1. Begin by taking care of yourself when young.
2. Have health examinations at least once a year.
3. Avoid excesses of life.
4. Develop early in life an avocation to maintain interest in the world, preferably along some line that brings one in contact with nature.
5. Live in communities protected by efficient public health officers and measures.

—Dr. Charles H. Mayo

*Tear Out This List For Reference*

DURING the coming year you will find it convenient and your printer will be glad to show you samples of the various papers as listed. When you are planning:

Letterheads—You had better see Krypton with the new brilliant white shade, Royal Record, Bell-Fast.

Folders—Carlyle Japan, Bard of Avon, Byronic Book and Themis Text.

Broadsides—Velvalur—it takes halftones and will not crack in the folds.

Catalogues—Velvalur and Milton Text—where halftones are to be used.

Booklets—Bard of Avon, Byronic Book or Themis Text—all deckle-edged—where line cuts and type are to be used.

Office Forms—Bell-Fast Bond, Progress Bond and Victory Bond.

Statements and Invoices—Krypton Parchment, Bell-Fast Bond or Progress Bond.

The above are all appropriate papers of varying degrees from the economical to the finest.

It really wouldn't interest you a bit if we told you how many hundreds of variations of "Beaver S" papers were made by The Howard Smith Paper Mills.

But, it should interest you if we told you that practically every business needs at least six different types of paper and that if you weren't familiar with the specifications and qualifications of each variety we'd be glad to put you wise—which we do offer to do—and which, further, printers are only too glad to do.



Tired Business Man
No—Not Always So

CONTRARY to the general treatment prescribed, when the "tired business man" seeks relaxation and cure by attending musical comedy, there comes the suggestion, more or less from the field of athletics. Frequently the "tired business man" is suffering only from worry and nervous excitement so the following is suggested.

Forget the show or late gathering. On the first night go to bed early. Then up betimes. Thrash the will into shape. Cut loose on the hardest day's work ever. Go home, take a shower. And, after dinner read a mystery book for two hours. Then again early to bed. The following day should see the "tired business man" pleased with his accomplishments of the day before and returned to normal.

Worry breeds inaction and vacillation which again breed worry and nervous strain. Action and accomplishment breed confidence and satisfaction.

